

AI for Non-Profits Canvas

ORGANIZATION

PARTICIPANT(S)

Name of your organization

Your name

BOX 1

Choose one process

Zoom in on one specific process. Where do you see the most gains or growth potential?

SELECT ONE PROCESS

Volunteer management

Communication & storytelling

Fundraising & donor relations

Project management & coordination

Admin, reporting & impact

Knowledge & onboarding

Member & client management

Data & research

Other process...

BOX 2 · CAPACITY

What drains our capacity?

What do you currently do within this process that takes disproportionate time or energy? Think of repetitive work, waiting time, or tasks that depend too much on one person.

Describe as concretely as possible which tasks drain capacity...

BOX 3 · MISSED OPPORTUNITIES

What's left undone?

What would you like to do within this process, but can't today? Which opportunities or people are you missing?

What's been on the wish list for a long time, but never gets done?

BOX 4

AI can help us to...

Complete max. 3 sentences. Think back to Box 2 and 3.

AI can help us to ...

AI can help us to ...

AI can help us to ...

BOX 5

What boundaries apply here?

Go back to your answers in Box 4. Check the boxes below, and adjust or remove each idea that conflicts with them.

← Box 5 is a filter on Box 4. Not everything AI can do, should or would you do.

Sensitive personal data
Names, contact information, financial or medical data of beneficiaries, donors or employees

Vulnerable target group
Minors, people in poverty, newcomers, or with care needs

Irreplaceable human contact
Moments where trust, empathy or relationship are central – you don't automate those

Copyright & image rights
Photos, videos or texts of volunteers, partners or donors – permission and attribution needed

Legal framework
GDPR obligations and the EU AI Act – since 2024 gradually coming into force, also for non-profits

Risk of bias or exclusion
AI can reinforce existing inequalities in selection, language choice or image use

What concrete rules do you agree on today? E.g. 'No client names in public AI tools' or 'AI writes the first draft, human checks tone and facts'...

BOX 6

Our 30-day experiment

Small, concrete and achievable. What will you start next week?

WHAT ARE WE TESTING?

"We use AI to [task], so that [result]."

SUCCESS AFTER 30 DAYS

What measurable result makes this a success? Time savings? Something new possible? Better quality?

OWNER & WHEN

Who takes this on? First test by when?

REVIEW & NEXT STEPS

When and with whom do we evaluate? What if it doesn't work?

GIVE A DAY